

POLITICAL/ISSUE AVAIL REQUEST

DATE: 5/2/2018

REQUESTED BY: Sadler Strategic Media

ADDRESS: 12103 Viewcrest Road, Studio City, CA 91604

TELEPHONE# 808-506-5443

FAX# :

ON BEHALF OF CANDIDATE/ISSUE: Tony Thurmond

OFFICE/ISSUE: Superintendent of Public Instruction

PARTY AFFILIATION: Non-partisan office

COMMITTEE: Tony Thurmond for Superintendent of Public Instruction 2018

TREAS./CHAIRMAN: Chairman: Mary Nicely Treasurer: Stacey Owens

ADDRESS: P.O. Box #2145, Richmond, CA 94802

TELEPHONE# 510-859-3241

FAX# : 510-225-3911

DATES AND TIMES REQUESTED: ALL

REMARKS:

- Form as provided from media agency
 - See additional information on request form

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

KGO-TV/San Francisco

Date:

2/5/18

I, Sheri Sadler

being/on behalf of: _____

a legally qualified candidate of the _____

political party for the office of: _____

in the _____

election to be held on: _____

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<u>see request email</u>					

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

All Letter of Authorization

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Date *Shirley Sadler*
Signature

To Be Signed By Station Representative

☐ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

Signature _____
Printed Name _____
Title

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<i>See order</i>					

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.



for State Superintendent of
Public Instruction

LETTER OF AUTHORIZATION

Tony Thurmond for Superintendent of Public Instruction 2018
P.O. Box #2145
Richmond, CA 94802

February 5, 2018

Sheri Sadler
Sadler Strategic Media, Inc.
12103 Viewcrest Road
Studio City, CA 91604

Dear Ms. Sadler:

Please accept this letter as authorization to represent the *Tony Thurmond for Superintendent of Public Instruction*. Our official information is as follows:

Name *Tony Thurmond for Superintendent of Public Instruction 2018*

Address *5940 College Avenue, Oakland, CA 94618*

Phone *209-210-8950*

Fax *510-225-3911*

Name of Chairman *Mary Nicely*

Name of Treasurer *Stacy Owens*

FEDERAL I.D.# *1395467*

Signature

Madeline Franklin/Campaign Manager